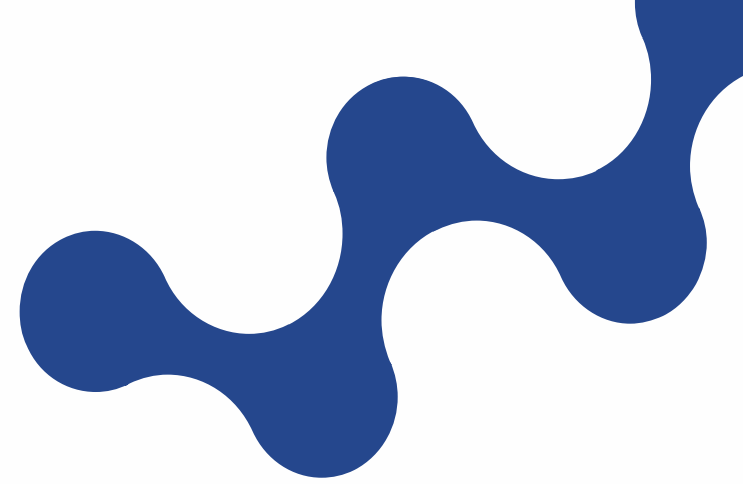


Sales Performance Analysis

white space
STRATEGY

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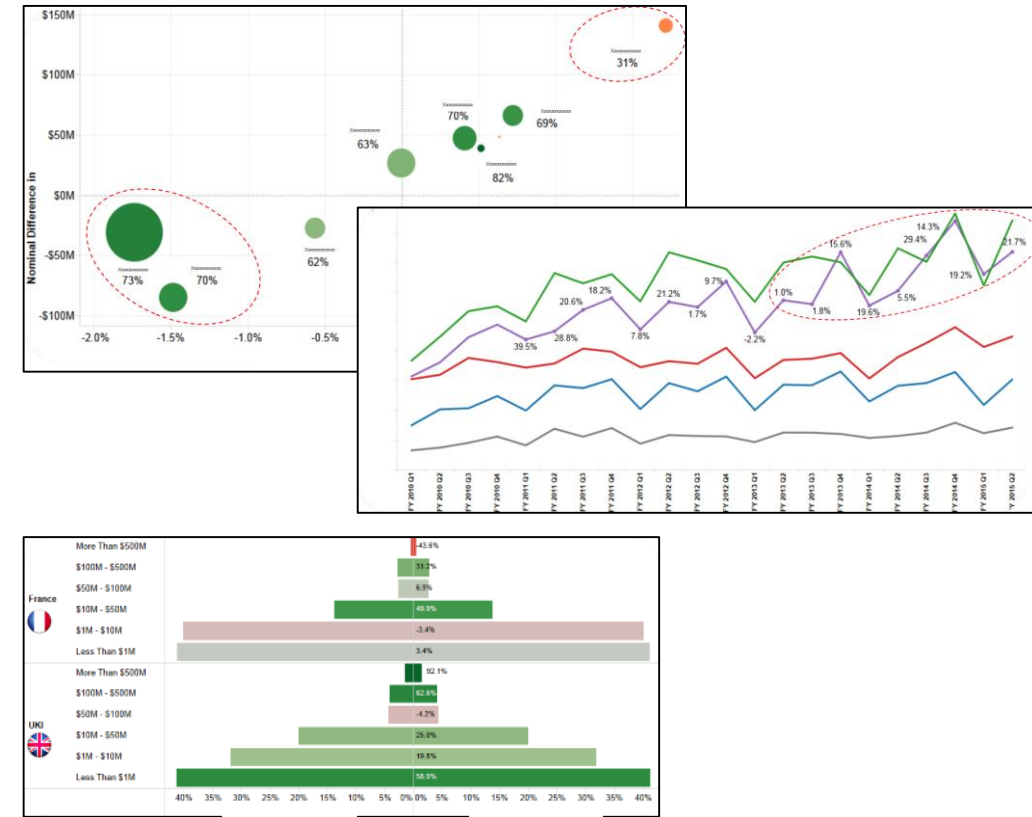
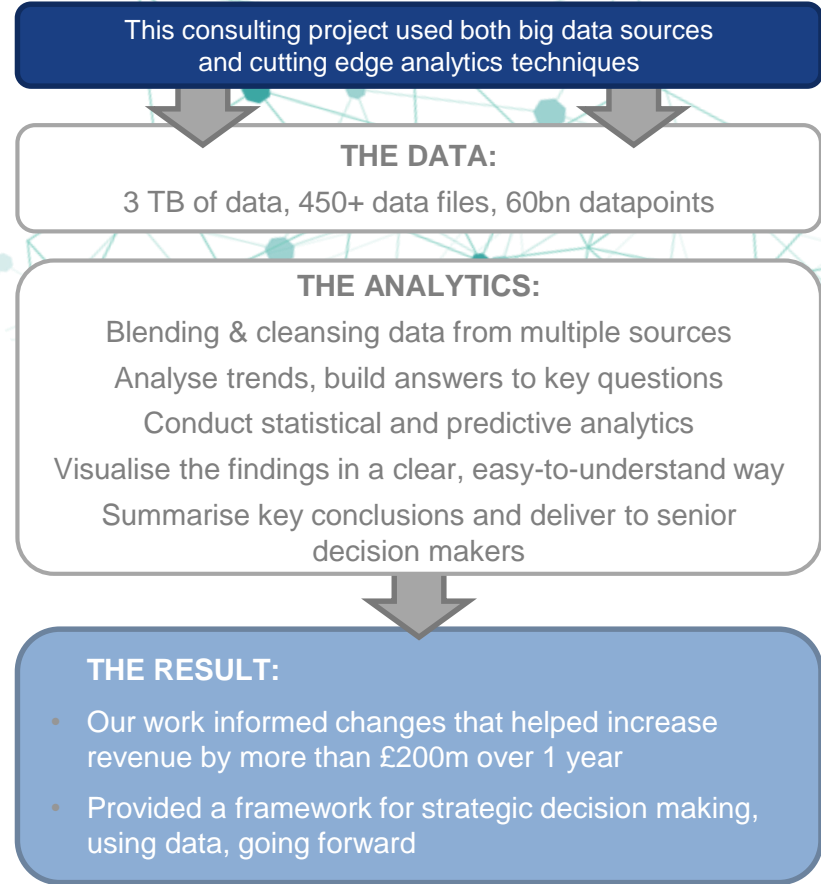
White Space identified key areas of opportunity and threat, to help turnaround a struggling business unit and drive wider company strategy...

CLIENT:

Multinational technology company with revenues in excess of £40bn

KEY QS:

- What are the revenue decline patterns?
- Where should we be making further investment?
- Are there hotspots by country, product, customer segment or partner?
- How do patterns change over time and what can we do to improve?
- How do sales of substitute products compare?



“One of the best things about this project was the volume of data that was translated into meaningful information and the powerful conclusions that were drawn” EMEA Strategy and Planning Manager